



Aruba Aloe Balm N.V. announces plant expansion in 2007  
*The company is gearing up to export aloe internationally in prescription form*

On Monday afternoon, December 18, the management of Aruba Aloe Balm N.V. held a press conference in their Audio/Visual room where they revealed plans to double the manufacturing space of the factory, and install the most modern of equipment. Louis Posner, Director of Aruba Aloe Balm N.V. was joined by his father Israel, and Technical Director Doctor Koos Veel, M.D., in explaining the motivation for the expansion, and the details of what will take place.

They were very proud to announce that Aruba Aloe Balm N.V. is expanding into the prescription pharmaceutical market after extensive field study has shown that the burn balm made from the aloe plant has what could be described as “miraculous” healing properties.

After years of development, and working closely with Professor H.E. Jungenger, head of the Pharmaceutical Technology department of the University of Leiden, a formula will be marketed in Europe and the United States under the name of “Epivera.” This product will be available only by a doctor’s prescription, and after an extensive two years of testing in the burn ward of the University of Gent in Belgium, under the supervision of Professor Doctor Monstrey, has been found to have healing properties far surpassing any other burn care products.

In February of 2007, with the financial support of the Aruba Investment Bank, the Aruba Aloe Balm factory in Hato expects to install a number of modern machines for the production and packaging of Epivera in quantity, as Doctor Veel reports enormous interest and demand for the product. A graphic Powerpoint presentation demonstrated a number of successful cases, some entailing frostbite that was the equivalent of third degree burns, where regular treatment with Epivera produced amazing healing results. One young child with a massive burn over his entire chest and stomach was shown to have healed with almost no scarring whatsoever. Comparison photos of the healing properties of “Epivera” to standard burn products showed much faster results with less scarring. According to Henk Hoeksema, Burn Care and Research Coordinator at the hospital “The Aruba Aloe products are worth gold. We never have enough Aruba Aloe products; we receive daily phone calls to order the products.”

Aloe has a long history of being considered a natural “miracle” healer, and Aruba has always been the number one supplier to the world. During the nineteenth and into the early twentieth century, before the construction of the Lago refinery, the export of aloe extract was the backbone of the island’s economy. In the 1950’s the world lost interest in aloe products, but modern pharmaceutical research laboratories and manufacturers rediscovered its phenomenal healing properties again about twenty years ago. The Posner family decided to again encourage the export of one of Aruba’s few natural assets, opening their factory originally on the outskirts of Oranjestad. When they opened the new showroom in Hato, they included an audio/visual room that demonstrates the fascinating history of the development of the aloe industry, and it is a popular stop on many tours. They have been marketing a line of general use sun and after sun products, shampoos and conditioners for years, which has grown in popularity and is exported around the world. Though the new “Epivera” line is producing what is considered revolutionary results, it is really a return to an ancient remedy used by healers throughout the centuries, but modernized with essential oils and fats to help maintain skin elasticity.

In closing, the Posners expressed gratitude to the Aruba Investment Bank in particular, represented at Monday’s meeting by Managing Director Friendsel W. Giel and Assistant Managing Director, Herry Koolman. Mr. Giel also stated how proud the Aruba Investment Bank is to support this effort to allow the manufacture and export of a product that will help burn victims around the world.